



# EASTER NEAR



## Let The "Popular" Supply Your Needs

If you will but come to The "Popular" to make your purchases you can choose from stocks that are marvels of completeness in every respect. At no previous Spring season have we ever had such immense quantities of new merchandise in so great a variety as this year and we are confident that we can best meet your needs—now and at all times.

### New Spring Suits

At \$19.50, \$23.75 and \$27.50

At these popular prices we offer a large assortment of handsome tailored and trimmed models—in designs suitable for women, misses and juniors. Suits of fine serges, whipcords, two-tone diagonal, Bedford and rich novelty weaves—some beautifully embellished with embroidery, braids and heavy lace collars—also plainer styles in one, two and three button coat effects—either straight or cut-away—each suit in the height of style and an unequalled value.

OTHER HANDSOME MODELS UP AS HIGH AS \$137.50

### New Silk Coats

at \$10, \$12.50, \$16.50 and up to \$89.50

Women will be quick to note the distinction and exclusiveness of the styles presented in new silk coats. Noticeable characteristics are the swag effect, the extra long revers and the fastening over to one side. Here are the wanted two tone taffeta and satin, plain colored taffeta and black silk, satin and Bengaline coats with real lace collars—many have fancy linings. Some models close with a single high ornament, low at the left side waist line or even low as the knee. Priced at \$10, \$12.50, \$15, \$16.50 up to \$89.50.

Two especially attractive models are mentioned for Monday's selling. One is the new two-tone satin—reversible—in black and gold, gray and black, blue and black, black and green and black and red; large colored revers. The other is a two-tone heavy corded Bengaline trimmed in heavy black lace. \$25 and \$27.50.

Mrs. Doolittle from the Gossard Corset company will be here all next week to demonstrate the merits of Gossard corsets.

### Silk-Lined Suits at

\$15.00

Some very smart models are shown at this price—made of fine whipcord, serges and novelty mixtures in both plain and trimmed styles—lined with excellent silk—all the new Spring shades—you are sure to admire them.

### Satin-Lined Suits at

\$10.00

All spic, span and jaunty tailored styles—as good as are usually sold for \$15. Made of fine serges lined with excellent quality satin. The new shades are represented. Coats are two button style; notch, buffed edge collar. The skirts are front and back panel effects, high waist line. Sizes 16 to 44. Each suit in the height of style and an unequalled value.

### At \$4.95—White Ratine and Serge Skirts

In addition to our mammoth stock of spring skirts, we have just received a lot of the very stylish white cotton ratine and white wool serge skirts in classy models that will please the most discriminating. Be sure and see them.

### Two Waist Specials

LINE 1—Black and white Jap silk shirts for women, soft detachable collar, French turn back cuffs, outside breast pocket. An excellent value at \$3.50

LINE 2—Beautiful voile waists with rows of heavy lace and insertion and dainty lace trimmings; 3-4 set-in sleeves—some show hand embroidered fronts with brooch buttons. The backs are neatly tucked. In the lot you will find the much wanted Peplum waists. "Popular" special \$2.45

Other Models in lingerie, silk and tailored styles at \$1.95, \$2.95, \$3.95 and \$4.95.

NEW TENNIS WAISTS—In Norfolk styles, made of all pure linen in natural and white. There is nothing more up to date. Ask to see them. Priced at \$7.50

### New Spring Frocks

At \$10.00, \$15.00 and \$23.75

Hundreds upon hundreds of these new Spring frocks are arriving daily—exquisite styles for every occasion—in popular plain and changeable silks, foulards, messalines and pongees—many trimmed in heavy lace and some with lace collars, coat styles with large pearl buttons down front of garment.

Then you will find exquisite Summer dresses in fine sheer lingerie and washable crepe, linen, pique, and last but not least white and colored serge dresses.

OTHER MODELS UP TO \$189.50

### The New Wash \$4.95 Dresses at

Women's fancy tub dresses, made in various ways, all pretty new styles for Spring and Summer that will make charming house dresses, and for afternoon wear. They are made of ginghams, tussahs, chambrays and linens. In pink, tan, light blue, lavender and natural in plain shades; and fancy stripes in black, white, green, light blue and lavender. Some trimmed with embroidery, hand embroidered, piping and buttons—coat style, 3-4 set-in sleeves; some have large embroidered collars. The natural linen dresses have allover drape effect; low neck, 3-4 set-in sleeves, crocheted button and opens down back. Sizes 16 to 44. "Popular" special \$4.95.

### At \$2.95—Long Silk Kimonos

All new Friday—a beautiful collection of pure silk kimonos, full length garments in handsome colorings—floral and oriental patterns; many of these garments have ribbon trimmings, rosettes, etc. "Popular" special \$2.95.

In tea gowns, negligees, etc., we show exquisite models of cape de chine, chiffon over silk, lace over chiffon, messaline, Swiss, etc. Some fringed and ribbon rosette trimmed—others with wide lace collars and cuffs. Boudoir cape to match. Priced up to \$39.50.

### Princess Slips Will Be in Great Favor

With the continued vogue of the one-piece dress, Princess slips will be an important article of milady's wardrobe. The lingerie styles, of course, will continue in favor, but will share honors with those of Jap and silk messaline. We mention for Monday one especially attractive value in these garments.

All pure Jap and messaline silk slips in blue, pink, white, black, orange and lavender, ruffle and accordion pleated flounce, yoke and bottom of some finished with lace and insertion. "Popular" special \$4.95

### Children's Dresses Stand 100 Per Cent

Subject any of these "Popular" dresses for children to a most critical examination and they will pass 100 per cent perfect. Our exhibition to make this the best children's store in the Southwest has splendid support in this line of dresses. Worthy of special emphasis are some of the colored ginghams, percale and madras in numerous styles.

RUSSIAN BLOUSE DRESSES—Made of excellent quality rep, pique and linen in white, natural and all the leading shades. Some hand embroidered and many with lace collars. For girls 6 to 14 years of age. Specially priced at \$10.50 down to \$3.95

### Infants' Slips 25c

Infants' slips, made of good quality white material, neatly trimmed in embroidery and tucks. "Popular" Special 25c and a big value

### Children's Headwear

A classy showing of children's headwear in the new poke bonnets, straw, lingerie and pongee hats of all sorts. \$7.50 down to 50c

## "Popular" Millinery Exhibit

### A Show that is Brilliant in the Extreme

The display that will greet you here Monday may be regarded as the most commanding exhibition the "Popular" has ever assembled. We have exercised a lavish hand in assembling beautiful millinery from every recognized

Fashion Court on this continent—and your attendance here Monday will be considered highly complimentary to our efforts.

Hats are trimmed with flowers and fancy feathers, with Paradise effects, Chameleonlike Taffeta Silk, with string braids, Alencon tulle, shaded Ostrich plumes, ribbons, glittering crystals, soft glowing pearls and rich Oriental novelties.

The Flowery Kingdom is naturally the chief embellishment of adornment, but instead of massive effects, the tiniest roses, just peeping from their shroud of greenery, will be extensively used. Or, again, the flowers will be clustered in aigrette effects, like the one pictured here.

Beautiful laces occupy considerable prominence and fancy Chinese ornaments are largely used.

But it is needless to try and describe. Come and look! Monday will be a most excellent day to come for the exhibit will not stay long. You are at liberty to benefit by every educational advantage these displays afford.

### The New Neckwear

Fichus and dainty Pierrott frills have so influenced the styles of neckwear that the Spring fashions are the most fascinating items of women's apparel since the splendid days of the Empire.

A wonderful variety of jabots have just arrived at our neckwear counter which have been carefully taken from their folds of tissue—and now are ready for your approval.

Every one of the dainty bits are trimmed with real Irish crochet in various patterns, combined with handkerchief linen. Made up in the straight and side effects.

For Monday's selling we call your particular attention to an exquisite assortment of Saller, Quaker, Dutch and Stock Collars and pretty Jabots, artistically trimmed in laces and embroideries, and offered at 25c and 50c

### Visit Our Art Dept.

You will find many new ideas in Stamped and Tinted Goods that will make hand work a pleasure. Entirely new patterns.

STAMPED PEPPERELL PILLOW CASES—A new lot just received. All pretty new designs. 50c

STAMPED GUESTS' TOWELS—All linen. Lay in a supply of these towels while we are selling them at, each 25c

STAMPED CRASH GOODS—Art linen and crash center pieces, scarfs and pillow tops—match sets and odd pieces. Priced at 50c to \$1.00

PACKAGE GOODS—Complete line of "Royal Society" and "Artamo" package goods—undermuslins, pillow tops, centers, etc. Each 25c

STAMPED PILLOW TOPS—Of art crash, in floral and conventional designs. All new 1912 patterns. Choice 50c

### Two Extraordinary Values in Lace and Emb.

NORMANDY VAL LACES—2 to 6 inches wide, in odd and match patterns. Values up to 15c. You cannot afford to miss this bargain at 8½c

EMBROIDERY GALLOONS—11-2 to 3 inches wide, in new and pretty designs that will please. Values up to 20c yard. Monday special, a yard 10c

### Complete Stock of Colonials and Pumps



\$2.50.  
\$3.00.  
\$3.50 and \$4.00

With first signs of Spring these winsome new Colonials and Pumps come tip-toeing into greater favor than ever—and our stock is complete—no "left-overs," but every pair new and fresh from the factory. Our \$2.50 and \$3.00 grades are beyond question the best values we can sell at this price.

Our \$3.50 and \$4.00 grades are as good in style and quality as what you are used to paying \$5.00 for.

In selecting and purchasing our footwear the most exacting care has been taken to please the masses that come to our store. You will certainly find the right shoe in our immense stock for Spring and Summer. Every varying requirement for the human foot may be found here.

## Easter Silk Sale Monday

This timely sale of silks, in its tremendous scope and remarkable price achievement, is not the product of a day, nor a week, nor a month. As far back as last August we began laying the cornerstone of the structure that will open its doors to you Monday as the greatest event of its kind that you have ever known. China and Japan contribute their share of the display. It is among these and the silks from Italy and the United States that you will find the greatest price-cuts. The beautiful and exclusive productions of the master weavers of Lyons, Marseilles and the French-Swiss border country are far too rare, and the demand for them is too great to expect that they will ever be secured much under the price. Of this, though, you may be sure—where it was possible to save, there will you discover prices such as have until now not been known in El Paso. And in the rarest silks you will find exclusive patterns and beautiful lustrous weaves that will gladden the heart of every artist. Whether you care to purchase of them or not, indulge yourself in a treat Monday—Come and wander through the Silk Section, and feast your eyes on the beautiful new things.

CHANGEABLE WILLOW TAFFETAS—36 inches wide, in the most beautiful color combinations. We invite your attention to window display of this \$2.00 quality, offered in the Easter Silk Sale at, yard \$1.69

CHENEY BROS. FOULARDS—We have just received a new shipment which enters the sale Monday. The most beautiful light color effects for Spring and Summer wear. \$1.50 quality \$1.19; \$1.25 79c

75c Waterproof Foulards 45c Yard

\$1.00 SILKS 50c YARD—This line consists of Foulards, Surahs, Messalines, Taffetas, Louisines and Changeable effects. Values to \$1.00 yard. 59c

Easter Silk Sale KIMONO SILKS—50 pieces of Cheney Bros. Kimono Silks in both Oriental and floral designs—a beautiful yard assortment. 34 inch, 75c quality at, a 59c

ALL SILK PONGEE—27 inches wide; an extra heavy quality, with a beautiful finish, in natural color only. 75c value at, a yard 49c

TUSSAH SUMMER SILKS—In all the wanted colors. This silk sells regularly at 50c yard. Easter Silk Sale, it goes at, 29c

ORIENTAL PONGEES—A new shipment of these wanted silks. One lot of 50 pieces at about Half Price. This silk is universally used for dresses, skirts, pajamas and shirts. In fact, there is nothing so practical as PONGEE. This fabric comes in 18 to 14 yard pieces—original packages—and will not be cut. Every yard of it is worth \$1.00. We place 50 pieces on sale at, a yard 69c

REAL WASH HABUTAI—In dainty stripes of all colors. This silk is for summer wash dresses, waists and shirts, night shirts, pajamas. Absolutely fast color and launders like muslin. \$1.25 value. Easter Silk Sale 79c

BLACK MESSALINE—36 inch black messaline silk for Monday only, and only 10 yards to a customer, while the \$1.25 grade goes at, a yard 69c

SEMI SILK—For the cool dainty summer dresses—comes in a beautiful assortment of designs and colors. Easter Silk Sale, yard 25c

### FOUR SPECIALS IN WASH GOODS

LORRAINE EGYPTIAN TISSUE—the ideal fast color wash fabric of the season. A very large and varied assortment of patterns and colors. Monday 25c

FRENCH DRESS LINEN—fully shrunk—45 inches wide, in all colors including white; round thread and absolutely fast color, all pure linen. Note the width. 50c

WHITE LINEN—or linen finished material, suitable for skirts, dresses and suits. Full yard wide and worth 12 1-2c a yard. Special Monday, a yard, only 9c

WHITE WASHABLE COTTON CORDUROY—27 inches wide—a wide wale fabric, very pretty and new white wash fabric for one piece dresses, skirts, suits, etc. 25c quality 18c

**The Popular**  
DRY GOODS CO. INC